

# CONTRACT



**WRC**  
**4001 Nebraska Ave. NW**  
**Washington, DC 20016**  
**(202) 885-4000**

www.nbcwashington.com

And:

**GMMB**  
**3050 K STREET NW**  
**WASHINGTON, DC 20007**

Contract / Revision		Alt Order #
335376 /		WOC10033635
<b>Product</b>		
<b>Candidate Orders</b>		
Contract Dates	Estimate #	
09/15/12 - 09/21/12	1775	
<b>Advertiser</b>		Original Date / Revision
OBAMA FOR AMERICA		09/14/12 / 09/14/12
<b>Billing Cycle</b>		
EOM/EOC	Broadcast	Cash/Trade
<b>Station</b>		
WRC	Kaitie Conway	Sales Office
<b>Special Handling</b>		
<b>Demographic</b>		
RA35+		
<b>IDB#</b>		
	Advertiser Code	Product Code
	95	101
<b>Agency Ref</b>		<b>Advertiser Ref</b>
25779		19078

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots		Amount
											Spots	Spots	
N 1	WRC	09/15/12	09/21/12	9-10A TODAY SHOW 2	9A-10A				1:00			NM	2 \$4,320.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/15/12	09/21/12	MTWTF--				2	\$2,160.00				
N 2	WRC	09/15/12	09/21/12	10-11A TODAY SHOW 3	10A-11A				1:00			NM	2 \$3,600.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/15/12	09/21/12	MTWTF--				2	\$1,800.00				
N 3	WRC	09/15/12	09/21/12	11A-12P MIDDAY NEWS	11A-12P				1:00			NM	5 \$4,250.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/15/12	09/21/12	MTWTF--				5	\$850.00				
N 4	WRC	09/15/12	09/21/12	Access H Live 12-1p	12-1p				1:00			NM	2 \$1,000.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/15/12	09/21/12	MTWTF--				2	\$500.00				
N 5	WRC	09/15/12	09/21/12	1-2P DAYS OF OUR LIVES	1P-2P				1:00			NM	2 \$1,400.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/15/12	09/21/12	MTWTF--				2	\$700.00				
N 6	WRC	09/15/12	09/21/12	Steve Harvey	2-3p				1:00			NM	5 \$3,000.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 09/15/12	09/21/12	MTWTF--				5	\$600.00				
N 7	WRC	09/15/12	09/15/12	News 4 Sat 9-1030a	9-1030a				1:00			NM	1 \$1,600.00
IP													

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



www.nbcwashington.com

Contract / Revision 335376 /	Alt Order # WOC10033635	
Contract Dates 09/15/12 - 09/21/12	Product Candidate Orders	Estimate # 1775
Advertiser <b>OBAMA FOR AMERICA</b>		Original Date / Revision 09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays								
Week:		Week: 09/10/12	09/16/12	-----S-				1	\$1,600.00			
N 8	WRC	09/15/12	09/16/12	News 4 Sun	9-10a		1:00			NM	1	\$1,800.00
	IP											
		Start Date	End Date	Weekdays				1	\$1,800.00			
		Week: 09/10/12	09/16/12	-----S								
N 9	WRC	09/15/12	09/16/12	Meet The Press		1030-1130A			1:00	NM	1	\$30,000.00
	IP											
		Start Date	End Date	Weekdays				1	\$30,000.00			
		Week: 09/10/12	09/16/12	-----S								
N 10	WRC	09/15/12	09/21/12	Ellen		3P-4P			1:00	NM	5	\$6,300.00
	CDR											
		Start Date	End Date	Weekdays				5	\$1,260.00			
		Week: 09/15/12	09/21/12	MTWTF--								
N 11	WRC	09/15/12	09/21/12	6-7A NEWS4 @ 6AM		6A-7A			1:00	NM	5	\$16,200.00
	CDR											
		Start Date	End Date	Weekdays				5	\$3,240.00			
		Week: 09/15/12	09/21/12	MTWTF--								
N 12	WRC	09/15/12	09/21/12	7-9A TODAY SHOW		7A-9A			1:00	NM	5	\$23,400.00
	CDR											
		Start Date	End Date	Weekdays				5	\$4,680.00			
		Week: 09/15/12	09/21/12	MTWTF--								
N 13	WRC	09/15/12	09/15/12	Saturday Today	7-9a	7A-9A			1:00	NM	1	\$1,800.00
	IP											
		Start Date	End Date	Weekdays				1	\$1,800.00			
		Week: 09/10/12	09/16/12	-----S								
N 14	WRC	09/15/12	09/16/12	News Sun	6-7a	6-7a			1:00	NM	1	\$900.00
	IP											
		Start Date	End Date	Weekdays				1	\$900.00			
		Week: 09/10/12	09/16/12	-----S								
N 15	WRC	09/15/12	09/16/12	News Sun	7-8a	7-8a			1:00	NM	1	\$1,100.00
	IP											
		Start Date	End Date	Weekdays				1	\$1,100.00			
		Week: 09/10/12	09/16/12	-----S								
N 16	WRC	09/15/12	09/16/12	Sunday Today	8-9a	8-9A			1:00	NM	1	\$4,500.00
	CDR											
		Start Date	End Date	Weekdays				1	\$4,500.00			
		Week: 09/10/12	09/16/12	-----S								
N 17	WRC	09/15/12	09/21/12	4-5P NEWS4 @ 4PM		4P-5P			1:00	NM	5	\$9,000.00
	CDR											
		Start Date	End Date	Weekdays				5	\$1,800.00			
		Week: 09/15/12	09/21/12	MTWTF--								
N 18	WRC	09/15/12	09/21/12	5-6P NEWS 4 @ 5PM		5P-6P			1:00	NM	3	\$8,640.00
	CDR											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**WRC**  
**4001 Nebraska Ave. NW**  
**Washington, DC 20016**  
**(202) 885-4000**

[www.nbcwashington.com](http://www.nbcwashington.com)

<u>Contract / Revision</u>	<u>Alt Order #</u>
335376 /	WOC10033635

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
<b>09/15/12 - 09/21/12</b>	Candidate Orders	<b>1775</b>

<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>OBAMA FOR AMERICA</b>	09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/15/12	09/21/12	MTWTF--	3				\$2,880.00			
N 19	WRC	09/15/12	09/21/12	6-7P NEWS4 @ 6PM	6P-7P		1:00			NM	3	\$9,720.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/15/12	09/21/12	MTWTF--	3				\$3,240.00			
N 20	WRC	09/15/12	09/21/12	1135-1237A TONIGHT SHO\1135P-1237A			1:00			NM	3	\$7,560.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/15/12	09/21/12	MTWTF--	3				\$2,520.00			
N 21	WRC	09/15/12	09/21/12	11-1135p M-SU L NEWS	11P-1135P		1:00			NM	3	\$15,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/15/12	09/21/12	MTWTFSS	3				\$5,000.00			
D 22	WRC	09/15/12	09/21/12	730-8P ACCESS HOLLYWO\730P-8P			1:00			NM	0	\$0.00
N 23	WRC	09/15/12	09/17/12	The Voice		8-10p		1:00		NM	1	\$15,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/15/12	09/21/12	M-----	1				\$15,000.00			
N 24	WRC	09/15/12	09/18/12	The Voice		8-9p		1:00		NM	1	\$13,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/15/12	09/21/12	-T-----	1				\$13,000.00			
N 25	WRC	09/15/12	09/19/12	Law & Order SVU		10P-11P		1:00		NM	1	\$10,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/15/12	09/21/12	--W---	1				\$10,000.00			
N 26	WRC	09/15/12	09/21/12	Dateline		10P-11P		1:00		NM	1	\$10,800.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/15/12	09/21/12	----F--	1				\$10,800.00			
N 27	WRC	09/15/12	09/16/12	Ftball Night Am	Non-Loc	7-815p		1:00		NM	1	\$14,400.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S	1				\$14,400.00			
N 28	WRC	09/15/12	09/16/12	NFL Reg Season	Non-Local	8P-1130P		1:00		NM	1	\$30,000.00
		IP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S	1				\$30,000.00			
N 29	WRC	09/15/12	09/15/12	Sat. Night Live		1130P-1:02a		1:00		NM	1	\$4,500.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S-	1				\$4,500.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

**FOR NBC & TELEMUNDO STATION CONTRACTS:**

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

### FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



www.nbcwashington.com

Contract / Revision 335376 /	Alt Order # WOC10033635	
Contract Dates 09/15/12 - 09/21/12	Product Candidate Orders	Estimate # 1775
Advertiser <b>OBAMA FOR AMERICA</b>		Original Date / Revision 09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 30	WRC	09/17/12	09/21/12	Early Today	4-430a		1:00			NM	2	\$200.00
	IP											
		Start Date	End Date	Weekdays								
		Week: 09/17/12	09/23/12	MTWT---				2	\$100.00			
N 31	WRC	09/17/12	09/21/12	News 4 @ 4:30a	430-5a		1:00			NM	3	\$600.00
	IP											
		Start Date	End Date	Weekdays								
		Week: 09/17/12	09/23/12	MTWT---				3	\$200.00			
N 32	WRC	09/18/12	09/18/12	Go On/New Normal	9-10p		1:00			NM	1	\$10,000.00
	IP											
		Start Date	End Date	Weekdays								
		Week: 09/17/12	09/23/12	-T-----				1	\$10,000.00			
N 33	WRC	09/19/12	09/19/12	WE 8-9P THE VOICE	WE 8-9P		1:00			NM	1	\$10,000.00
	IP											
		Start Date	End Date	Weekdays								
		Week: 09/17/12	09/23/12	--W----				1	\$10,000.00			
N 34	WRC	09/20/12	09/20/12	SNL/Up All Night	8-9p		1:00			NM	1	\$6,000.00
	IP											
		Start Date	End Date	Weekdays								
		Week: 09/17/12	09/23/12	---T---				1	\$6,000.00			

Totals

72 \$279,590.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/21/12	72	\$279,590.00	\$237,651.50
<b>Totals</b>	<b>72</b>	<b>\$279,590.00</b>	<b>\$237,651.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.